



JUNIOR ACHIEVEMENT COMPANY OF ENTREPRENEURS (JACE) SECONDARY EARLY ENTREPRENEURIAL DEVELOPMENT (SEED) ACTIVITY

CONTRACTOR(S)/GRANTEE(S): JUNIOR ACHIEVEMENT JAMAICA

DURATION: 2017-2020

TOTAL PROJECTED INVESTMENT: \$1,397,499

FUNDING SOURCE: CBSI

The JACE SEED program supports the expansion of entrepreneurial studies at the secondary school level by integrating entrepreneurship in the educational system. Its main goal is to help in furthering skill development and workforce preparedness for youth in Grade 9 across Jamaica. The activity will also serve disconnected youth, ages 13 to 24. These are young people who either previously attended school, dropped out, or young people who made it through the school system but have remained disconnected from the world of work and any viable opportunities to enhance their future prospects.

JACE SEED participants will learn the fundamentals of entrepreneurship so they understand the main requirements to start and operate a business. After participating in the program, students will be able to identify a need and develop skills in product development, marketing, funding and financing, and presentation/public speaking. The youth will experience running a business by operating a newly formed company after writing a business plan and developing a product. The skills acquired through this process mirror the tenets of entrepreneurship through which students will work to create a product to meet a need, present a new concept, and learn to manage the costs as they develop their business. While JACE SEED primarily focuses on teaching entrepreneurship, work readiness is

integrated throughout the program providing an opportunity for youth to develop 21st century skills that employers are seeking.